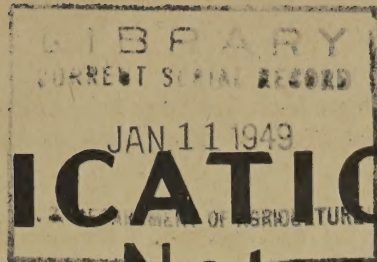


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PUBLICATIONS

News Notes

By HARRY MILEHAM, Extension Specialist, Publications
September 16, 1947
Division of Extension Information

COOPERATIVE COLOR IN THE HOME



Bill Ward writes that the New York Extension Service is planning to publish a bulletin on color in the home. They expect to print it right after April 1, and we understand that it will feature full-color pictures.

Would any of the States outside of the Northeast be interested in buying copies to aid in their housing programs? Bill asks. He will circularize the Northeast States. The subject seems to apply rather generally, and the author, Mrs. Charlotte Robinson, of Cornell's College of Home Economics, is a recognized authority.

Bill suggests that if a large enough edition is published, the cost should not be too high. He is aiming at an edition of 100,000 or more. He will have some idea of the price after a tentative lay-out is prepared. So, if you would be interested in going in with the Cornell folks on this bulletin, get in touch with Bill. He will send a brief mimeographed dummy of the proposed bulletin, including major headings, to those who are interested.

Miss Mary Rokahr, in charge of the Federal Office Home Economics Section is going to inform State home demonstration leaders, home management specialists, and home furnishing specialists of this opportunity. Probably you will want to discuss the matter with these members of your staff.

Incidentally, the Massachusetts Extension Service proposed such a bulletin this summer, but gave up their plans to prepare and publish it when they learned that Mrs. Robinson has been getting material ready for the Cornell bulletin for several years and that other States will have a chance to get copies.

KANSAS FOLDER

Often an inexpensive folder is the best kind of publication both to "sell" a practice and to give the essential directions for carrying it out. A good example of this is "Windbreaks for Kansas." Through the cooperation of Lisle Longsdorf, we're enclosing a copy for you. The folder won second prize among agricultural folders at the recent AAACE meeting.

The design and art work by Mrs. Carol Borrego, Kansas extension artist, make this folder something your fingers itch to pick up when you see it in a bulletin rack. We particularly like the inside lay-out, including the idea of tacking the pictures on the tree trunk. Maybe the order of the pictures could fit in better with the order of the accompanying text.

The second color (green) adds to the appeal of the leaflet and is appropriate to the subject. Notice that a screened tint block is used on page 6 to tone down

the green ink. In this way, Mrs. Borrego has achieved a light-tint background which doesn't interfere with the readability of the type. And the type itself is of good size for easy reading.

The directions on page 5 are brief and to the point. Mrs. Amy Cowing, of the Federal Office Readability Unit, estimates that they are "average" or 8th grade reading--according to the Flesch readability formula. She estimates the text on the inside spread as "fairly difficult"--high school level. The material on "Typical Good Compositions" makes good use of page 6, which in an earlier edition was put to no use.

EASY READING

One of the easiest-reading bulletins we've come across lately is Oklahoma's Extension Circular 440, "Living Happily Together." Herb Graham, Oklahoma extension editor, supplied us with copies--yours is enclosed.

This is written in 6th grade language, estimates Mrs. Amy Cowing, of the Federal Office Readability Unit, who analyzed it according to the Flesch formula. Each of the four samples checked was found to be either 6th or 7th grade reading level.

A bulletin about "Living Happily Together" certainly should have lots of human interest. This one does. We think the author, Leta Moore, has done a good job of writing something about people that people will like to read. We wish the type were larger.

FOR YOUR SAMPLE FILE

Believing you'd like to have one as a sample of a carefully planned, well-illustrated, appealing bulletin, we're enclosing your copy of Vermont Extension Circular 114, "Dairy Calves."

We'd like to call your attention to several things about this bulletin: The appropriate cover page achieves effectiveness through simple handling. The nine-point program on page 2 seems a lot more useful than the conventional "table of contents." The drawings on pages 12 and 13 show just "how to do it"--these and the other art work in the bulletin were done by Leone Jackson, of the extension editorial staff. The material on page 19 does a good job of advertising additional free dairy bulletins. The drawings and directions on the last page boil the main points down so you can't miss them. However, this seems a little lost on the back page and we'd be willing to swap places so as to get it up to page 2. The plentiful subheads guide the reader and break up the text into easier "tables."

On the could-be-better side we notice the tiny lettering in the line cut on page 7. This is a common failing. It is just as important, of course, to have the lettering on a drawing of readable size as the body type or legends.

Mrs. Amy Cowing, of the Readability Unit, checked three samples of the text according to the Flesch readability formula. She estimates that Authors Dickey and Waller tell how to raise calves in language ranging from 7th grade to high school level. The nine points given on page 2 are estimated as 7th grade reading.

Kathleen Webb, Vermont assistant extension editor, tells us that New Hampshire bought 2,000 copies. This publication was one of the 1947 AAACE prize winners in the class for popular bulletins. Congratulations to Jack Spaven, former Green Mountain extension editor, under whose direction it was produced.